

An Emergency Guide for Small Business

LOCAL EMERGENCY PLANNING COMMITTEE



The Manitowoc County Local Emergency Planning Committee has dedicated its resources to emergency response planning for both public and private agencies throughout the county.

The following quote is from the Institute for Business & Home Safety:

“Our estimates indicate that at least 25% of businesses never reopen following a local disaster.”

The single most important thing you can do to ensure your business is prepared for an emergency is to:

“Plan for an Emergency”

The following pages are meant to be a guide to assist your business in emergency preparedness.



Supported by: Manitowoc County Emergency Management

LOCAL EMERGENCY PLANNING COMMITTEE



Prepared by the Manitowoc County Local Emergency Planning Committee (LEPC) with funding assistance by the U.S. Department of Transportation, Hazardous Materials Emergency Preparedness (HMEP) Planning Sub-Grant, administered by Wisconsin Emergency Management.

Developed by SJA Planning, LLC

Emergency Planning Guides and Suggestions

Be Prepared

Creating your own emergency plan will help your business be prepared in the event of an emergency in your area. In this plan you should list the steps that you will need to take during an emergency and identify which members of your business will handle specific responsibilities. Checklists are useful tools both in your plan and in an actual event.

Adding additional supplies to any emergency kits you already have on site will assist you in quickly responding to an emergency.

A minimum emergency kit should include the following

- ☒ First aid supplies
- ☒ A portable, battery operated radio
- ☒ Flashlights
- ☒ Extra batteries for flashlights and radio
- ☒ Food and drinking water
- ☒ Basic tool kit
- ☒ Rolls of duct tape
- ☒ Plastic
- ☒ Scissors
- ☒ Towels
- ☒ Toilet supplies



Being prepared is one of the most important things you can do. Knowing what to do and being prepared to act quickly is critical in any emergency situation.

It is important that you practice your response to a local emergency by having regular emergency drills.

If you plan ahead you may be able to continue to operate your business and provide needed goods and services to your customers during and immediately after an emergency.

Resources and Contacts

Small Business Administration

3rd Street, SW - Washington, DC 20416 - Tel: 202-205-6734
<http://www.sba.gov>

The SBA provides disaster relief via loans to qualifying businesses after disasters. The SBA also offers publications that can assist businesses in preparing for and dealing with the effects of disasters.

American Red Cross

11th Floor - 1621 N Kent Street - Arlington, VA 22209 - Tel: 703-248-4222
<http://www.redcross.org>

Contact your local Red Cross chapter for publications on disaster planning for yourself and your employees. The Red Cross also offers emergency training.

Federal Emergency Management Agency

500 C Street, SW - Washington, DC 20472 - Tel: 1-800-480-2520
<http://www.fema.gov>

FEMA publishes many publications that may be helpful to businesses. You can obtain a catalog at the above number, and most of the publications are free of charge.

Institute for Business & Home Safety

1408 N. Westshore Blvd., suite 208 - Tampa, FL 33607 - Tel: 1-866-657-4247
<http://www.ibhs.org>

IBHS is an initiative of the insurance industry to reduce deaths, injuries, property damage and economic losses due to natural disasters. IBHS offers publications on reducing damage to structures; many can be downloaded free of charge from the IBHS Web site.

Disaster Recovery Business Alliance - Association of Contingency Planners International

7044 South 13th Street - Oak Creek, WI 53154 - Tel: 1-800-445-4ACP
<http://www.acp-international.com/drba/>

Created in local communities, the objective of a Disaster Recovery Business Alliance (DRBA) is to bring together the leadership and expertise of business, emergency preparedness, the engineering and scientific community and others to develop a public/private partnership approach to reducing the vulnerability of businesses and the community's marketplace to natural hazards.

National Emergency Management Association

c/o Council of State Governments - P.O. Box 11910 - Lexington, KY 40578
Tel: (606) 244-8000 - Fax: (606) 244-8239
<http://www.nemaweb.media3.net/index.cfm>

NEMA is the professional association of state emergency management directors. Consult your local emergency management agency for additional information regarding the natural hazards that your business may face. Check your telephone book for your local chamber of commerce; a directory of chambers can be found on the World Wide Web at: <http://clickcity.com/index2.htm>

Brochure Resources

Get Ready – Be Ready, Disaster Preparedness Considerations

-United States Small Business Administration

Preparing Your Business for the Unthinkable

-American Red Cross

Open for Business – A Disaster Planning Toolkit for the Small Business Owner

-Institute for Business and Home Safety

Getting Back to Business – A Guide for the Small Business Owner Following Disaster

-Institute for Business and Home Safety

Emergency Management Guide for Business and Industry

-Federal Emergency Management Agency

Emergency Preparedness and Response

-Occupational Safety and Health Administration

What to do During a Chemical Emergency

-Manitowoc County Local Emergency Planning Committee

Any questions concerning this information or if you would like more information from the Manitowoc County Local Emergency Planning Committee you can contact us at:

Manitowoc County Local Emergency Planning Committee
Supported by: Manitowoc County Emergency Management



1025 South 9th Street
Manitowoc, WI 54220
920 683-4207
920 683-4568 fax

Emergency Planning Guides and Suggestions

Continued...

Developing your Plan

- ☒ Define your businesses emergency escape routes.
- ☒ Designate a rallying place for employees.
- ☒ Create an emergency phone list of key employees.
- ☒ Create an emergency phone list of emergency response agencies.
- ☒ Determine how you will alert employees during an emergency.
- ☒ Assign responsibilities to key employees.
- ☒ Create a floor plan of your building and label emergency escape routes.
- ☒ Post copies of the emergency escape route plan in plain view in your business.
- ☒ Put your plan and procedures in writing and review it with all your employees.
- ☒ Place copy of the plan where employees can easily reference it.

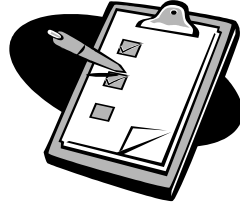
Additional Steps in Preparing for an Emergency

- ☒ Make backup copies of all critical records and store the backup copies off site.
- ☒ Surge-protect all computer and phone equipment.
- ☒ Have a backup plan for operating your business in a temporary location if your building is unusable.
- ☒ Have a list of alternate suppliers in the event your primary suppliers are not available.
- ☒ Maintain critical access information such as passwords and login codes in a secure location.
- ☒ Designate an emergency phone number on your voice mail system on which you can record messages for employees.
- ☒ Have programmable call forwarding on your main business lines so you can program your phones to ring at a different location.
- ☒ Consult with your insurance agent for assistance related to your specific business.
- ☒ Consider purchase of a backup generator.

Emergency Planning Guides and Suggestions

Continued...

Areas of Employee Training



- ☒ Fire extinguisher use
- ☒ First aid, including CPR
- ☒ Evacuation plans
- ☒ Security considerations
- ☒ Roles and responsibilities during an emergency
- ☒ Communication systems
- ☒ Employee and customer emergency notification
- ☒ Equipment shutdown procedures
- ☒ Use of safety equipment and "personal protective equipment"

Insurance Considerations

- ☒ Review your coverages including your coverages of critical equipment and business contents.
- ☒ Be aware of what is not covered and plan accordingly.
- ☒ Consider business interruption insurance.

Building Considerations

- ☒ Assess your building structure and make any needed repairs.
- ☒ Have waterproof tarps on site.
- ☒ Consider consulting a professional engineer to assess your building. The engineer can recommend additions or repairs which would secure your building in a natural disaster.

Local Emergency Contacts List

- | | |
|---|--|
| <input checked="" type="checkbox"/> Local Fire Department | <input checked="" type="checkbox"/> Utility Company |
| <input checked="" type="checkbox"/> Local Police Department | <input checked="" type="checkbox"/> American Red Cross |
| <input checked="" type="checkbox"/> Ambulance Service | <input checked="" type="checkbox"/> Other disaster relief agencies |
| <input checked="" type="checkbox"/> Emergency Management | <input checked="" type="checkbox"/> Local building contractors |
| <input checked="" type="checkbox"/> Local Hazmat Team | <input checked="" type="checkbox"/> Local media |
| <input checked="" type="checkbox"/> Hospitals | <input checked="" type="checkbox"/> Insurance agent |
| <input checked="" type="checkbox"/> Building security/manager | |

What to Do in the Event of Severe Weather

Continued...

Manitowoc County Warning System

On all potentially severe weather days, a designated employee should monitor a local radio station that carries weather service forecasts and storm warnings.

It is advisable for your business to own a NOAA Weather Radio with a tone alert feature.

NOAA Weather Radios can be purchased from the Manitowoc County Emergency Management Office. Call 683-4207 to order.

The National Weather Service Office (NWS) Green Bay provides continuous broadcasts of the latest weather information on weather radios. During severe weather, NWS forecasters interrupt routine weather broadcasts with special warning messages. The specially designed NOAA radio sounds an alarm indicating a weather emergency exists, alerting the listener to turn on the receiver.

Emergency Contacts

Call only if necessary. Avoid unnecessary phone use during an emergency. An overloaded system may delay important communications.

If you do need additional assistance, please call:

Manitowoc County Emergency Management Office 920 683-4207
Manitowoc County Sheriff: 920 683-4200

If you need emergency assistance:
Call 911



What to Do in the Event of a Chemical Emergency

It is very important to act quickly if there is a chemical emergency in your area. Therefore, being prepared and knowing what to do is critical. During a chemical emergency the safest place is indoors. Going indoors and following the procedures below is known as **"Sheltering in Place"** and is the recommended procedure for chemical emergencies, unless local authorities notify you otherwise.

- ☑ Assemble inside an enclosed structure.
- ☑ Close all doors, windows, and other sources of outside air.
- ☑ Lock all windows (windows sometimes seal better when locked).
- ☑ Gather portable radios, flashlights, and extra batteries.
- ☑ Building superintendents should set all ventilation systems to 100 percent recirculation so that no outside air is drawn into the structure. Where this is not possible, ventilation systems should be turned off.
- ☑ Turn off air conditioning and heating systems, and close any fireplace dampers to keep chemical vapors from entering.
- ☑ Close as many internal doors as possible.
- ☑ It is advisable to assemble in an interior room, preferably a room without windows.
- ☑ Seal any outside doors, windows, ceiling vents, and other sources of outside air with duct tape and plastic sheeting, wax paper or aluminum wrap.
- ☑ Cover cracks under doors with damp towels.
- ☑ Stay away from outside windows.
- ☑ Ceiling fans or portable fans can be used inside the building for cooling.
- ☑ Tape cracks and other openings such as electrical outlets and cable television outlets for extra protection.
- ☑ Avoid using telephones in order to leave lines open for emergency use.



What to Do in the Event of a Chemical Emergency

Continued...

- ☑ If you are having difficulty breathing or you feel chemicals may be entering your building, cover your nose and mouth with a wet cloth or towel.
- ☑ Cover food and put uncovered food in a refrigerator. Water is safe unless you are told otherwise.
- ☑ Tune into the Emergency Broadcast System on your radio or television and listen for further information and guidance.
- ☑ Stay indoors until you receive official notice it is safe to go out, or until you are asked to leave the area.
- ☑ Be prepared to quickly evacuate if directed to do so by local authorities.



Terrorism Threat

Although a terrorist may not directly attack your place of business, an attack in your community may adversely affect your business.

- ☑ Following the guides and suggestions in this packet should prepare your business for the majority of terrorist threats.
- ☑ If a terrorist attack is believed to have taken place at your business, immediately notify authorities and follow all instructions given.
- ☑ The decision to evacuate or "shelter in place" will need to be made. The correct decision will depend on the type of incident. Again, rely on local authorities for advice.
- ☑ Encourage all employees to remain calm and follow the guidance of key employees and local authorities.
- ☑ Listen to a radio or television for news and instruction.

What to Do in the Event of Severe Weather



Warning System

Severe weather watches (forecasts) are released to the public, police services, and the Manitowoc County Emergency Management Office by the National Weather Service Office in Green Bay for the Manitowoc County area.

A tornado warning (actual sighting) or severe thunderstorm warning (actual sighting) is issued by each Weather Service Office for counties within its specific area of responsibility. Manitowoc County receives warning information from the Green Bay Weather Service Office.

Manitowoc County relays warning information to the public via sirens, commercial radio, and a radio pager system. 150 Minitor radio pagers, activated by the County's Dispatch Center, are located throughout the county in schools, hospitals, camps, radio stations, and some businesses and industries.

Public Warning Signals

Public siren systems have steady siren tones that last three to five minutes. This warning is used for tornadoes, chemical spills or other emergencies.

Emergency vehicles, such as police cars, will sound their sirens while moving at slow speeds throughout the county.

Sirens

When you hear the siren, go indoors. Tune to a local Emergency Alerting System (EAS) radio station for instructions as to what you should do.

EAS Stations

Cleveland.....	WLKN 98.1 FM
Manitowoc / Two Rivers.....	WCUB 980 AM, WLTU 92.1 FM, WOMT 1240 AM, WQTC 102.3 FM
Two Rivers.....	WTRW 1590 AM
Sturgeon Bay.....	WDOR 910 AM, WDOR 93.9 FM, WAUN 92.7 FM, WBDK 96.7 FM

Sample Evacuation Plan

Include on your Evacuation Plan

- ☒ Emergency escape routes.
- ☒ Rallying place(s) for employees.
- ☒ Areas in building for sheltering in place.
- ☒ Tornado shelter areas.
- ☒ On-site resources such as first aid kits and emergency supplies.
- ☒ All marked exits.
- ☒ Fire extinguishers.
- ☒ Show emergency phone contacts on plan.
- ☒ Place copy of the plan where employees can easily reference it.

